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trigger perceptions of competitive quality; 2.4.7. The means to be mobilized and the constraints to be taken into account to produce quality carburants

2.4.8. The CQTs needing to be elaborated in interrelations with certain suppliers in order to obtain resources that the company

2.5. The major stages in the drawing up of a competitive quality tactic in a domain of strategic activities; 2.5.1. Collection of the input data for the process of elaboration of the CQT; 2.5.2. The other stages of the process; 2.6. An atypical example of a competitive quality tactic; 2.7. Another example; 2.8. Conclusion; 2.9. Summary of the basic ideas and concepts developed in this chapter; CHAPTER 3. DEPLOYMENT OF A COMPETITIVE QUALITY TACTIC; 3.1. Introduction

3.2. The technical functions of a competitive total quality process

3.3. The input data for deployment of a DSA's CQT; 3.4. The distribution of roles; 3.5. The impact of a competitive quality tactic on quality marketing; 3.6. The impact of a competitive quality tactic on the competitive quality carburant; 3.7. The impact of a competitive quality tactic on the qualification of the system of production of quality carburant; 3.8. The impact of a competitive quality tactic on the monitoring of perceived quality

3.9. The impact of a competitive quality tactic on the assurance of the company's gains

3.10. The impact of a competitive quality tactic on improving the efficiency of a competitive total quality process; 3.11. Conclusion; 3.12. Summary of the basic ideas and concepts developed in this chapter; CHAPTER 4. THE CONDITIONS FOR SUCCESS OF A COMPETITIVE QUALITY TACTIC; 4.1. Introduction; 4.2. Raising the level of the system of production of a competitive quality tactic; 4.3. Enhancing the value of the project to bring the system for production of competitive quality tactic up to scratch

4.4. The main markers of a quality culture

Sommario/riassunto

This book succinctly presents new methodological principles that will help you raise the quality of your valuable production to enhance your competitiveness. The concepts and models of principles of actions presented result from over 20 years of the author observing the ways in which companies of all sizes and in all sectors use specific mechanisms of quality production to give rise to long-lasting competitive factors. You'll find practical guides that will help you better understand and strengthen your approaches to create new competitive edges, based on your employees' culture of quality.